

## **REDEVELOPMENT ACCOMPLISHMENTS IN THE CITY OF PLEASANT HILL**

Redevelopment in California is carried out by local governments under the state Community Redevelopment Law. Redevelopment is a powerful tool that permits local governments to act for the common good by assembling and redeveloping private and public property pursuant to an adopted plan. The Redevelopment Agency may help finance those activities by using the property taxes generated by new development in the redevelopment project areas. In the City of Pleasant Hill, Redevelopment has:

- Helped strengthen and diversify the City's tax base, by developing a wide range of new commercial, office and residential projects, worth more than \$340 million, in the City's two redevelopment Project Areas;
- Increased City revenues from redevelopment projects in the form of sales taxes, transient occupancy (hotel) taxes and state subventions, thereby allowing increased City expenditures for police services, street maintenance and paving, maintenance of storm drainage facilities, traffic signalization, roadway beautification, code enforcement, and general community services;
- Improved the physical appearance of the community by removing outmoded and dilapidated structures and inappropriate land uses;
- Loaned nearly \$2.6 million to low-income homeowners throughout the community for needed housing improvements;
- Helped create over 380 units of affordable housing, at Hookston Senior Housing, Gallery Walk Townhomes, Chateau III Congregate Care Facility, Grayson Creek Apartments and Pleasant Hill Village Apartments;
- Created over 1,500 net new jobs in the community, at Pleasant Hill Plaza shopping center, the Terraces office building, Chateau III, Courtyard shopping center, Marriott Courtyard Hotel, Two Worlds, Summerfield Suites Hotel, Pleasant Hill Downtown; and the Crossroads Shopping Center;
- Improved the image of Pleasant Hill as a stable, attractive community, able to attract and manage a desirable level of growth.

All of the above has been accomplished by the expenditure of less than \$50 million in property tax revenues received over 34 years by the Redevelopment Agency from its two Project Areas.

Redevelopment is locally funded, by the property taxes generated by the new development in the redevelopment Project Areas; locally administered, by City staff; and locally controlled, by the City Council/Redevelopment Agency Board of Directors who are elected by Pleasant Hill voters.

The Pleasant Hill Redevelopment Agency is currently pursuing new projects that will further improve the appearance and vitality of Pleasant Hill. These include continuing redevelopment of the Crossroads Shopping Center as a community and regional serving commercial shopping center and the potential redevelopment of the DVC Plaza/Kmart Shopping Center.

Redevelopment is the most successful public/private partnership program for economic development and community improvement in the history of California. It encourages private sector investment in areas that would otherwise be passed over due to high costs to assemble property, correct infrastructure deficiencies, and provide affordable housing. Pleasant Hill has certainly benefited from this cooperation between the public and private sectors in taking on tough challenges and producing top class results. We hope to continue on that path, and in so doing to continue to improve the economic health, physical appearance and overall image of the entire community.

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Bob/Redevelopment Accomplishments